

Notice of Allowability**Application No.**

10/052,575

Applicant(s)

MAGOUIRK ET AL.

Examiner

Art Unit

Cheryl Lewis

2167

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to the applicants' communication received on March 16, 2005.
2. The allowed claim(s) is/are 1-20,22 and 23.
3. The drawings filed on 29 April 2002 are accepted by the Examiner.
4. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None of the:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____.
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
Paper No./Mail Date _____.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.

DETAILED ACTION

1. Claims 1-20, 22, and 23 are allowed.
2. Claim 21 has been cancelled.

EXAMINER'S AMENDMENT

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Christopher Holt on May 24, 2005.

4. Claim 23 has been amended as follows:

23. (Currently Amended) The method of claim 21 22, wherein generating a multiple client ticket history comprises generating at least one client ticket that is associated with a client ticket session that is closed before a sale is executed.

REASONS FOR ALLOWANCE

5. The following is an examiner's statement of reasons for allowance:

The prior art of record does not render obvious to one ordinarily skilled in the art at the time of applicant's invention nor anticipate the combination of claimed elements including 'opening a client ticket session to create a client ticket; supplying the client

ticket with information; and closing the client ticket session before a sale is executed, and once the client ticket session is closed, limiting further alteration of the client ticket' as recited in independent claim 1.

As per claim 17, the prior art of record does not teach the combination of elements read in light of the specification including 'open a first client ticket session, thereby triggering creation of a first client ticket; close the client ticket session; open a second client ticket session, thereby triggering creation of a second client ticket; and analyze data contained in the first client ticket relative to data contained in the second client ticket'.

As per claim 18, the prior art of record does not teach the combination of elements read in light of the specification including 'obtaining a qualified client contact which is characterized by an interaction between the automobile sales organization and the customer that can reasonably be construed as a sale opportunity; opening a client ticket session to create a client ticket; supplying the client ticket with information pertaining to the qualified client contact'.

As per claim 22, the prior art of record does not teach the combination of elements read in light of the specification including 'generating, for a given client, a multiple client ticket history that represents a plurality of interactions between a sales organization and the given client'.

The remaining claims 2-16, 19, 20, and 23 comprise dependent claims, thus these claims are patently distinct over the art of record for at least the above reasons.

The examiner agrees with the applicants' remarks, filed on March 16, 2005, page 8 lines 9-33; and page 9 lines 1-11.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

CONCLUSION

6. The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure.

A. Kuang C. Wei, "Modeling the Impact of Incentives on Vehicle Sales Volume, IEEE, September 5-7, 2001, pages 1135-1140.

NAME OF CONTACT

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cheryl Lewis whose telephone number is (571) 272-4113. The examiner can normally be reached on 6:30-3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571) 272-4107. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306 or (703) 305-9731.

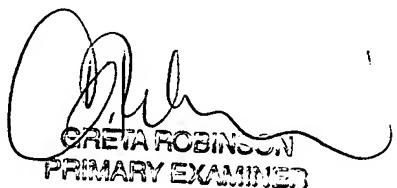
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(571) 273-4113 (Use this FAX #, only after approval by Examiner, for "INFORMAL" or "DRAFT" communication. Examiners may request that a formal paper/amendment be faxed directly to them on occasions.).

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist/ Technology Center (571) 272-2100.



Cheryl Lewis
Patent Examiner
May 24, 2005



GRETA ROBINSON
PRIMARY EXAMINER